

ORDER



Orders	Order / Rev:	102148	
	Alt Order #:	06815975	
	Product Desc:	JOE HECK 4 CONGRESS	
	Estimate:	2214	
	Flight Dates:	10/01/12 - 10/07/12	
	Original Date / Rev:	05/24/12 / 07/17/12	
	Order Type:	GENERAL	
	Primary AE:	Amy McCreary	
	Sales Office:	BLPHI	
	Sales Region:	National	
Agency	Name:	Strategic Media Placement, Inc.	
	Buying Contact:		
	Billing Contact:		
	7669 Stagers Loop		
	Delaware, OH 43015		
	Billing Type:	Cash	
	Billing Calendar:	Broadcast	
	Billing Cycle:	EOM/EOC	
	Agency Commission:	15%	
Advertiser	Name:	Heck/Joe for Congress Revised	
	Demographic:	A35+	
	Product Codes:	PLC02	
	Priority:	SELECT PRIORITY CODE	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN	
	New Business Thru:		
	Order Separation:	00:15:00	
	Advertiser External ID:		
	Agency External ID:		

Bill Plan

Start Date	End Date	# Spots	Totals				
			Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/07/12	85	\$38,850.00	85	\$33,022.50	0.00	
			Totals	85	\$38,850.00	\$33,022.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSNV	37%	\$38,850.00
Market	100%	\$105,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	27%	\$28,350.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$21,000.00
KTUD	0%	\$0.00
KVVU	16%	\$16,800.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/01/12	10/05/12	M-F 5-6a WakeUp w/WagM	5-6a		MTWTF--	:30	5	\$200.002	0.00	NM	5	\$1,000.00	
M-F 5-6a WakeUp w/Wagners															
		Start Date	End Date	Weekdays		Spots/Week			Rate		Rating				
		Week: 10/01/12	10/07/12	MTWTF--		5			\$200.00		0.00				

Order / Rev: 102148 Advertiser: Heck, Joe for Congress
 Alt Order #: 06815975 Product Desc: JOE HECK 4 CONGRESS KSNV
 Flight Dates: 10/01/12 - 10/07/12 Estimate: 2214

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	KSNV	10/01/12	10/05/12	M-F 5-6a WakeUp w/Wagners	5-6a		MTWTF--	:30	5	\$200.00	2	0.00	NM	5 \$1,000.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/01/12 10/07/12 MTWTF-- 5 \$200.00 0.00														
E 2	KSNV	10/01/12	10/05/12	M-F 6-7a WakeUp w/Wagners	6-7a		MTWTF--	:30	10	\$475.00	2	0.00	NM	10 \$4,750.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/01/12 10/07/12 MTWTF-- 10 \$475.00 0.00														
E 3	KSNV	10/01/12	10/05/12	Today Show	CM	658a-9am	MTWTF--	:30	10	\$500.00	2	0.00	NM	10 \$5,000.00
TODAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/01/12 10/07/12 MTWTF-- 10 \$500.00 0.00														
E 4	KSNV	10/01/12	10/05/12	M-F Today Show II 3rd 10AM	9-10a		MTWTF--	:30	4	\$225.00	2	0.00	NM	4 \$900.00
TODAY II														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/01/12 10/07/12 MTWTF-- 4 \$225.00 0.00														
E 5	KSNV	10/01/12	10/05/12	M-F Today Show III 4th 10AM	10am-11am		MTWTF--	:30	5	\$175.00	2	0.00	NM	5 \$875.00
TODAY III														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/01/12 10/07/12 MTWTF-- 5 \$175.00 0.00														
E 6	KSNV	10/01/12	10/05/12	Noon News	CM	12-1230pm	MTWTF--	:30	5	\$225.00	2	0.00	NM	5 \$1,125.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/01/12 10/07/12 MTWTF-- 5 \$225.00 0.00														
E 7	KSNV	10/01/12	10/05/12	Dr. Phil	CM	3-4p	MTWTF--	:30	2	\$250.00	2	0.00	NM	2 \$500.00
PHIL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/01/12 10/07/12 MTWTF-- 2 \$250.00 0.00														
E 8	KSNV	10/01/12	10/05/12	M-F Early News	CM	5-630p	MTWTF--	:30	15	\$575.00	2	0.00	NM	15 \$8,625.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/01/12 10/07/12 MTWTF-- 15 \$575.00 0.00														
E 9	KSNV	10/01/12	10/05/12	M-F Jeopardy	CM	630-7pm	MTWTF--	:30	5	\$795.00	2	0.00	NM	5 \$3,975.00
JEP														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/01/12 10/07/12 MTWTF-- 5 \$795.00 0.00														
E 10	KSNV	10/01/12	10/05/12	M-F Wheel	CM	7-730pm	MTWTF--	:30	5	\$795.00	2	0.00	NM	5 \$3,975.00
WHEEL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/01/12 10/07/12 MTWTF-- 5 \$795.00 0.00														
E 11	KSNV	10/01/12	10/05/12	Face to Face w/ Ralston	CM	730-758pm	MTWTF--	:30	5	\$450.00	2	0.00	NM	5 \$2,250.00
FACE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/01/12 10/07/12 MTWTF-- 5 \$450.00 0.00														
E 12	KSNV	10/01/12	10/05/12	M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	5	\$575.00	2	0.00	NM	5 \$2,875.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/01/12 10/07/12 MTWTF-- 5 \$575.00 0.00														
E 13	KSNV	10/01/12	10/05/12		CM	1135p-1237a	MTWTF--	:30	3	\$275.00	2	0.00	NM	3 \$825.00

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Estimate:	2214

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				The Tonight Show											
				Tonight Show											
	LENO														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	MTWTF--		3		\$275.00		0.00					
E 14	KSNV	10/06/12	10/07/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$525.00	2	0.00	NM		2 \$1,050.00
				Sa-Su News 3 at Eleven											
	NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/01/12	10/07/12	-----SS		2		\$525.00		0.00					
E 15	KSNV	10/06/12	10/06/12	News 3 Sunrise - SATURDAY	CM	6a-7a	-----S-	:30	1	\$200.00	2	0.00	NM		1 \$200.00
				News 3 Sunrise SATURDAY											
	NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/01/12	10/07/12	-----S-		1		\$200.00		0.00					
E 16	KSNV	10/06/12	10/06/12	Saturday Today	CM	7a-9am	-----S-	:30	1	\$325.00	2	0.00	NM		1 \$325.00
				Saturday Today											
	SAT TODAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/01/12	10/07/12	-----S-		1		\$325.00		0.00					
E 17	KSNV	10/07/12	10/07/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$250.00	2	0.00	NM		1 \$250.00
				Sunday Today											
	SUN TODAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/01/12	10/07/12	-----S		1		\$250.00		0.00					
E 19	KSNV	10/06/12	10/06/12	Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$350.00	2	0.00	NM		1 \$350.00
				Sa-Su Early News											
	NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/01/12	10/07/12	-----S-		1		\$350.00		0.00					